

Serve.

Learn.

Change.



Tennessee Conference
on Volunteerism
and Service-Learning

February 13–14, 2022



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Acknowledgements back cover



Volunteer Tennessee is the Governor’s commission on volunteerism and service. Its mission is to encourage volunteerism and community service. Annually, Volunteer Tennessee provides more than \$6 million in AmeriCorps grants and volunteer center grants to local agencies throughout the state so they can engage volunteers to meet community needs in education, environment, public safety, human needs, and homeland security. The commission consists of a 25-member, bi-partisan volunteer citizen board appointed by the Governor and eleven State Government ex-officio positions. For more information, visit www.volunteertennessee.net or visit us on Facebook, Twitter, LinkedIn, and Instagram.



AmeriCorps, a federal agency, brings together to tackle the country’s most pressing challenges, through national service and volunteering. AmeriCorps members and AmeriCorps Seniors volunteers serve with organizations dedicated to the improvement of communities. AmeriCorps help make service to others a cornerstone of our national culture. Learn more at AmeriCorps.gov

Welcome!

Dear Service Leaders,

In times of change, we often ponder the question, "What can I really do to make a difference?" Volunteer Tennessee is honored to gather service leaders from across the state to share their collective knowledge in answer to this question during our 2022 Conference on Volunteerism and Service-Learning.

Even during the Pandemic, we know that you haven't pushed pause, but rather you've taken this opportunity to reflect, pivot, and continue to serve and inspire others. Maya Angelou (1928 – 2014), celebrated American poet and Civil Rights Activist, encouraged us all with her words: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." As a service leader, you've given people hope and encouragement and enabled others to feel appreciated and valued.

We are challenging conference participants to rethink the impact of their service, learn how to share their service experiences, and continue to collaborate to develop innovative new ways to support service and change our communities. We are yesterday, today and tomorrow's leaders.

Thank you for joining us in the conference this year. We are delighted to have so many service providers in our Volunteer State. Let's take the time to learn together, to innovate together, and to inspire each other as we continue to move forward.

Thank you for your service and enjoy the conference!

Sincerely,
Volunteer Tennessee and the Conference Planning Committee

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Conference Schedule at-a-Glance

Sunday, February 13		
TIME	EVENT	LOCATION
12:00-1:00 p.m.	Governor's Volunteer Stars Awards Registration	The Commons
1:00-3:00 p.m.	14th Annual Governor's Volunteer Stars Awards (ticketed event)	Champion Ballroom
2:30- 3:30 p.m.	Student Track Registration Open	Registration Desk
3:30-5:30 p.m.	Student Track Conference	Highland/Morgan
2:00-5:00 p.m.	Conference Registration Open	Registration Desk
2:00-5:00 p.m.	Showcase & Exhibit Booth Set-Up	The Commons
4:00-5:30 p.m.	Friends of Volunteer Tennessee Meeting	Saddlebred
Monday, February 14		
7:30-8:30 a.m.	Registration Open	Registration Desk
7:30-9:30 a.m.	Showcase & Exhibit Booth Set-Up	The Commons
7:30-9:30 a.m.	Continental Breakfast	Champion Ballroom
8:30-8:40 a.m.	Conference Start and Welcome	The Commons
8:40-9:20 a.m.	Opening Plenary	Champion Ballroom
9:30 a.m.-4:00 p.m.	Corporate Social Responsibility Program	Saddlebred
9:30- 10:40 a.m.	WORKSHOP SESSION #1	
	Volunteer Recruitment: Finding the Right Fit	Highland
	Rooted in SEL: Service Learning Grows Leaves of Diversity, Equity and Inclusion	Appaloosa
	How Did We Get Here: Diversity, Equity, and Inclusion in the U.S. ?	Morgan
	Corporate Social Responsibility: Why it Matters Most	Saddlebred
	Showcase Exhibits	The Commons

11:00-12:15 p.m.	WORKSHOP SESSION #2	
	7 Deadly Sins of Volunteer Recruitment	Highland
	Seeking Justice Cultivating Activists with Compassion, Empathy and Appreciation for Diversity	Appaloosa
	Podcasting to Promote Service Learning ?	Morgan
	Corporate Social Responsibility: The 3 Rs of Effective Volunteer Engagement	Saddlebred
11:45 a.m.- 1:15 p.m.	Lunch, Networking and Award of Excellence Ceremony	Champion Ballroom
12:30- 1:15 p.m.	Award of Excellence Ceremony	Champion Ballroom
	Showcase Exhibits	The Commons
1:30- 2:45 p.m.	WORKSHOP SESSION #3	
	Important Not Impossible! Evaluating Your Organization's Volunteer Programs	Highland
	Developing Service-Learning and Community Service Projects to Raise Up a Community of Civically Engaged People	Appaloosa
	Corporate Social Responsibility: What is Success? How Do You Measure Impact?	Saddlebred
	Beyond 20/20 Vision: A New Lens for Service-Learning During the Pandemic †	Morgan
3:00- 4:15 p.m.	WORKSHOP SESSION #4	
	Leading from Identity	Highland
	Building the Foundation for Leadership and Service Success	Morgan
	Embedding Service Learning in a Fundamentals of Communications Class †	Appaloosa
* Denotes the workshop as part of the Student Track † Denotes the workshop as part of the TN-SLC Higher Education Faculty Track		

Thank you to our conference sponsors and partners!



The Tennessee Service Learning Consortium (TN-SLC) is a non-profit membership association of colleges and universities committed to promoting active citizenship as an aim of higher education. Founded by institutional service learning representatives across the state, the TN-SLC provides leadership in advocating, supporting, and increasing student involvement in academic and co-curricular-based public service.

In partnership with the TN-SLC, the conference includes a Higher Education Faculty Track for college and university participants.

Affiliate Partner



**Tennessee 4-H
Foundation**

Conference Host



Volunteer Tennessee is a 25-member, bi-partisan board that encourages volunteerism and community service. Annually, the agency oversees more than \$5 million in grants and training services to support AmeriCorps, the Volunteer Generation Fund, and service-learning throughout the state.

According to the latest available data, Tennessee has 1.6 million volunteers who contribute 137.7 million hours of service each year. The economic impact to local communities totals \$3.3 billion annually.

Join the Conversation!



Like us on Facebook for Conference updates and announcements:
fb.me/VolunteerTennessee
fb.me/TCVSL



Follow us on Twitter:
[@VolunteerTN](https://twitter.com/VolunteerTN)
[@TNserviceconf](https://twitter.com/TNserviceconf)



Follow us on Instagram:
[@VolunteerTennessee](https://www.instagram.com/VolunteerTennessee)

View moments from the conference and follow conference conversations by using the hashtag #TCVSL22

Conference Plenary Speakers



Mike Rarer, Founder – Cheerful Gear

Mike and his family founded Cheerful Gear to provide the help we all need to live joyfully, regardless of circumstance. Cheerful Gear's unique and fun Cards for Good Emotional Health Flashcards and educational materials provide foundational coaching for emotional health skill development. Mike and his family created Cheerful Gear and the Cards for Good emotional health flashcards program as a love letter to a family member they lost to suicide.

Prior to founding Cheerful Gear, Mike held senior sales, marketing and operational leadership roles in technology companies that are now part of IBM, Oracle and SAP. With a passion for helping young people thrive, Mike served as a leader in the Boy Scouts of America program for years. In his role, Mike provided overall leadership to a team of 30 adult volunteers in uniform, serving 100+ families in Scouting each year. He led this volunteer team to consistent top-performance in the areas of fundraising, membership and participant delight.

Mike is also the author of Whiteboard Wisdom, available on Amazon.

You can learn more about Mike's experience and capabilities at www.mikerarer.com.

You can learn more about Cheerful Gear at www.cheerfulgear.com.



Amelia Collins Miss Tennessee Volunteer

Amelia Collins was awarded the opportunity of a lifetime when she was crowned Miss Tennessee Volunteer on Saturday, June 19, 2021, at the Carl Perkins Civic Center in Jackson, Tennessee. As the newly crowned Miss Tennessee Volunteer, Amelia won more than \$25,000 in college scholarships and serves as the Governor's Official Spokesperson for Character Education. She will travel more than 80,000 miles speaking to more than 75,000 schoolchildren about Character Education.

Amelia is a 19-year-old junior at Rhodes College in Memphis, Tennessee, where she is pursuing a Bachelor of Science degree in Biomathematics. She started her collegiate education at age 17, and hopes to follow in her father's footsteps as a radiation oncologist. Her career goal is to work at St. Jude's Children's Research Hospital as a pediatric radiation oncologist.

Amelia's win represents many firsts for the Miss Tennessee Volunteer organization:

- Amelia is a first-generation American. Her father immigrated to the United States from South Africa.
- Amelia is one of the youngest state-level winners in Jackson state pageant's 70-year history.
- Amelia joins pianist Hannah Robison ('15) as the two non-vocalist winners in the past three decades.

An accomplished dancer and vocalist, Amelia has traveled the United States as a Dance Assistant for Force Dance Tour. She has studied and assisted with many famous professional dancers, including Chehon Wespi-Tschopp (season 9 winner of "So You Think You Can Dance"). At the 2021 Miss Tennessee Volunteer Pageant, Amelia won preliminary awards for her talent performance as well as in the lifestyle and fitness competition. She was also the recipient of the Miss Tennessee Volunteer Academic Achievement award.

Amelia will go on to compete at Miss Volunteer America in Jackson, Tennessee, on May 4 through 7, 2022.

Amelia is humbled and honored to have the unique opportunity to represent Miss Tennessee Volunteer's mission of scholarship, education, responsibility, volunteerism, and empowerment and serve as a mentor to thousands of students across Tennessee.

Follow Amelia's year of service on Instagram at [MissTNVolPageant](https://www.instagram.com/MissTNVolPageant) and [MissTNVol](https://www.instagram.com/MissTNVol).



First Lady Maria Lee

Maria was raised in Silver Spring, Maryland as one of five children. After graduating high school, she attended the University of Maryland where she studied Elementary Education. It was her heart for service that brought her to Nashville, Tennessee where she led girls in a youth ministry discipleship. Maria later became a third and fourth grade teacher at a local school where she also coached track.

Maria and Bill married in 2008. They are active members of Grace Chapel Church and are involved in numerous faith-based ministries that have taken them all over the world serving those in need. Maria currently serves on the board of Friend2Friend Book Project, a mission devoted to delivering uplifting literature to children and their families suffering from medical hardships.

As first lady, Maria wants to motivate others with her passion for service, and believes that through community engagement, fellow Tennesseans will be driven to serve their neighbors in need. As part of her initiative, Tennessee Serves, Maria is focused on serving the Volunteer State's distressed counties while highlighting organizations and people already doing great work throughout the state.

Service Partners



Tennessee Serves

Amy Stewart, Tennessee Residence Manager, Office of the First Lady

Tennessee Serves is a three-part initiative designed by Tennessee First Lady Maria Lee to serve, highlight and mobilize Tennesseans to serve one another and volunteer in their communities. Through Tennessee Serves, Lee works with nonprofits and county mayors to participate in service projects tailored to the unique needs of each community with a special focus on Tennessee's distressed counties. Lee also works to highlight

the impactful nonprofits across the state so that others may see their great work and get involved. Lee hopes that Tennessee Serves will act as a mobilization mechanism to increase volunteer efforts across the Volunteer State.

JustServe: Building Unity Through Community Service

JustServe.org is a nationwide website bringing communities together by making organizations and volunteer opportunities, easy to find. At JustServe, we believe that nothing should get in the way of organizations and volunteers coming together to do good things for the community, so we help make this happen for free.



Tennessee 4-H

4-H State Council Members

Tennessee 4-H is a youth development organization, which provides learning opportunities for youth ages 9 – 19. This program serves youth in all of Tennessee's 95 counties in areas such as leadership, citizenship, service-learning, as well as all of the projects many remember from their childhood like beef, sheep, clothing, and nutrition. Visit the 4-H booth to talk to a member of the state 4-H council and learn how you or your organization can get involved.



Volunteer Tennessee

Volunteer Tennessee Board Members

Come speak to board members from Volunteer Tennessee, the Governor's Commission on Volunteerism and Service, to learn about opportunities to be involved with Volunteer Tennessee and how to apply to become a board member.



The Emergency Management Association of Tennessee (EMAT)

The Emergency Management Association of Tennessee (EMAT) is a professional association open to all persons involved in the planning for, mitigation of, response to, and recovery from natural and man-made disasters in the state of Tennessee.

EMAT functions as a liaison among local, state, and federal governments and agencies for the purpose of promoting an organized and harmonious emergency management program. It promotes channels of communications, encouragement, and support for emergency management workers across the state.

3The association also fosters educational and training programs designed to increase the efficiency and capabilities of those engaged in emergency planning, mitigation, response and recovery efforts in Tennessee.



Tennessee Service-Learning Consortium

Consortium Members

The Tennessee Service-Learning Consortium (TN-SLC) is a non-profit membership association of colleges and universities committed to promoting active citizenship as an aim of higher education. The TN-SLC will serve as a key partner to other state efforts in creating solutions for higher education challenges of access, equity, and accountability while promoting engaged citizenship.

Founded by institutional service-learning representatives across the state, the TN-SLC provides leadership in advocating, supporting, and increasing student involvement in academic and co-curricular-based public service.

Conference Agenda

Sunday, February 13 Details

12:00-1:00 p.m.

Governor's Volunteer Stars Awards Registration

The Commons

1:00-3:00 p.m.

Fourteenth Annual Governor's Volunteer Stars Awards Reception (ticketed event - \$50)

Champion Ballroom

Volunteer Tennessee is honored to host the Fourteenth Annual Governor's Volunteer Stars Awards during the 2022 Tennessee Conference on Volunteerism and Service-Learning. Each exceptional Volunteer Star was chosen for their innovative approach and generous commitment to improving their community. More than 100 honorees from across the state will be recognized for their efforts during this year's ceremony.

2:30-3:30 p.m.

Student Track Registration

Registration Desk

2:00-5:00 p.m.

Conference Registration

Registration Desk



Sunday Student Track

3:30-5:30 p.m.

Highland/Morgan

Volunteer Tennessee is proud to present the conference Student Track. The track features workshops specifically by and for middle, high school, and college students. Sunday's Student Track workshops are open to all conference attendees. Program presented by Miss Tennessee Volunteer, Amelia Collins and Plenary Speaker Mike Rarer.

Monday, February 14 *Schedule at-a-Glance*

7:30 AM – 8:30 AM	Registration Open
7:30 AM – 8:30 AM	Showcase & Exhibit Set-Up
7:30 AM – 9:30 AM	Continental Breakfast Showcase Exhibits
8:30 AM – 8:45 AM	Welcome, Tennessee Conference for Volunteerism and Service Learning
8:45 AM – 9:15 AM	Opening Plenary with Mike Rarer, Cheerful Gear, Founder
9:30 AM – 10:45 AM	WORKSHOP SESSION #1
11:00 AM – 12:15 PM	WORKSHOP SESSION #2
12:00 PM – 1:30 PM	Lunch and Networking
12:30 PM – 1:15 PM	Award of Excellence Ceremony
1:30 PM – 2:45 PM	WORKSHOP SESSION #3
3:00 PM – 4:30 PM	WORKSHOP SESSION #4

Monday, February 14 Details

7:30-8:30 a.m.

Conference Registration

Registration Desk

7:30-9:30 a.m.

Continental Breakfast

Champion Ballroom

Showcase Exhibits

The Commons

8:45-9:15 a.m.

Opening Plenary Mike Rarer, Cheerful Gear, Founder

Champion Ballroom

MONDAY, FEBRUARY 14 WORKSHOPS

WORKSHOP SESSION 1 9:30 a.m – 10:45 a.m.

VOLUNTEER MANAGEMENT AND ORGANIZATIONAL CAPACITY

Volunteer Recruiting/Marketing: Finding the Right Fit

Keita Cole, Aging Program Director - Nutrition, TN Commission on Aging & Disability

In volunteer recruiting, it is less about the number of volunteers and more about the impact of those volunteers. Quality wins over quantity every time. In this session volunteer managers and organizations will learn best practices to recruit the right volunteers for their organizations. Also, they will learn how to market their organization to reach the most amount of people and send the right message in order to build on their brand and reputation. There will be interaction with questions and answers, and it will be a fun learning environment.

CIVIC LEADERSHIP

Rooted in SEL: Service-Learning Grows Leaves of Diversity, Equity and Inclusion

Terry Silver, Professor, University of Tennessee at Martin

Chip Harris, Educational Consultant

Service-learning at its very heart allows for opportunities to grow in diversity, equity and inclusion (D.E.I.). In seeking to become more diverse, equitable and inclusive, participants also grow in social emotional competencies (SEL). In this session, we will explore the intersection of D.E.I. and S.E.L. throughout the service-learning process.

HIGHER EDUCATION FACULTY TRACK

How Did We Get Here: Diversity, Equity and Inclusion in the U.S.

Donna Gibson McCrary, Assistant Professor, MTSU

Detario Yancey, Student, MTSU

Loren Ginn, Student, MTSU

The Council on Social Work Education requires all social work programs to include diversity content throughout the curriculum. The 1964 Civil Rights Act was enacted to address the need to integrate the workforce and eradicate prejudice practices against African Americans (Williams, 2017). With these measures in place racial and ethnic differences remain perceptible and are at the root of social and political divide. These laws were the catalyst for diversity, equity and inclusion (DEI) but the focus has rapidly moved towards voluntary efforts surrounding these practices associated with diversity in the workplace and society as a whole (Williams, 2017). Organizations and institutions of higher education have incorporated statements on their websites on diversity and express their desire to recruit and attract faculty and students of color from diverse backgrounds (Nunes, 2021) however, issues still remain surrounding these factors in academia and in society (Olzmann, 2020). The importance of DEI in the workplace will be discussed along with an activity(ies) to help participants determine unmasked biases towards various populations.

WORKSHOP SESSION 2 11:00 a.m. - 12:15 p.m.

VOLUNTEER MANAGEMENT AND ORGANIZATIONAL CAPACITY

7 Deadly Sins of Volunteer Recruitment

Sidney, Schuttrow, Director of Volunteer Engagement, Tennessee Commission on Aging and Disability

This session will discuss the 7 Deadly Sins of Volunteer Recruitment based on the book "The New Breed: Understanding and Equipping the 21st Century Volunteer" by Jonathan and Thomas McKee. You will find we are all guilty committing at least a couple of these sins in our work, we are all human after all! We will also explore redemptions to reverse the sins of volunteer recruitment to help improve our programs overall success. By the end of this session, you will have strategies on how to avoid the common methods that hinder volunteer recruitment and leave with ideas and a plan on how to improve volunteer recruitment at your organization.

CIVIC LEADERSHIP

Seeking Justice Cultivating Activists with Compassion, Empathy, and an Appreciation for Diversity

Penny Willis, Training and Development, Lion's Club

Developing and carrying out service-learning projects with clear social justice-focused goals and outcomes can be a challenging and rewarding experience for staff and young people that can lead to meaningful change. Social Justice-aimed, service-learning provides students the opportunity to examine the root causes of social justice issues that create the need for activism and advocacy while fostering empathy, perspective-taking, appreciation for diversity, political activism, and compassion. During this session participants will learn the elements of educating for social justice and planning for SJ-aimed advocacy and activism projects, examine the involving definition of social and emotional learning, and collaborate to identify key social justice issues and a strategy for addressing barriers and challenges to planning and executing high quality, social justice-focused, service-learning projects.

HIGHER EDUCATION FACULTY TRACK

Podcasting to Promote Service-Learning

Tracey Farr, Assistant Professor, Academic Coordinator for Service Learning, Pellissippi State Community College

Finding ways to engage the campus community and volunteer organizations about the value of Service-Learning aligns with the growth in interest in podcasting making sharing stories in this format an easy form of outreach.

WORKSHOP SESSION 3 1:30 - 2:45 p.m.

VOLUNTEER MANAGEMENT AND ORGANIZATIONAL CAPACITY

Important, Not Impossible! Evaluating Your Organization's Volunteer Programs

Erin Nelson, Associate Professor, Associate Director, University of Memphis Department of Public and Nonprofit Administration

Does your organization provide rewarding volunteer opportunities? Are your volunteer recruitment and retention practices effective? How do you know? Although sometimes intimidating, program monitoring and evaluation is a critical tool for organizational accountability and effectiveness...and not as complicated as you may think! In this interactive session, participants will learn basic tools and techniques for evaluating volunteer programs, starting with the identification of volunteer program goals. Attendees will learn what software can help with tracking volunteer data, how to measure their organization's success against program goals, and (most importantly) making leadership decisions based on what they discover. Most importantly, participants will leave this session with a basic evaluation plan to take home and implement in their own organizations.

CIVIC LEADERSHIP

Developing Service-Learning and Community Service Projects to Raise Up a Community of Civically Engaged People

Candace McRae Walsh, Instructor/Coordinator, University of Memphis Department of Public and Nonprofit Administration

The workshop will introduce participants to the concepts of civic engagement and volunteerism. Participants will learn about the effects and outcomes of community service, as well as methods for developing skills related to civic service and leadership. Participants will hear about ideas and strategies for developing and implementing service-learning and community service projects that promote civic engagement and volunteerism.

HIGHER EDUCATION FACULTY TRACK

Beyond 20/20 Vision: A New Lens for Service-Learning During the Pandemic

Kelly Ormsby, Associate Professor, English, Volunteer State Community College

Dr. Agapi Theodorou-Shapiro, Assistant Professor of English, Volunteer State Community College

Michelle Vandiver, Associate Professor of Spanish, Volunteer State Community College

This interactive presentation will engage attendees in working to improve diversity, equity, and inclusion in service-learning during the pandemic and its ongoing challenges through lessons learned at Volunteer State Community College. Two of Vol. State's long standing HIPs projects, World Food Day and Read Across America, underwent dynamic changes last year in response to student and community need. Presenters will share tips and tools that helped Vol. State build more sustainable and scalable service-learning models, leveraging technology to grow the programs, partnerships, and collaborations.

WORKSHOP SESSION 4 3:00 - 4:15 p.m.

VOLUNTEER MANAGEMENT AND ORGANIZATIONAL CAPACITY

Leading from Identity

Jared Peel, Blount Retired and Senior Volunteer Coordinator, CAC Office on Aging

Who you are matters more than what you “do”. In fact, what you DO often comes from who you ARE. This workshop looks at the sort of attitudes and skills leaders of volunteers can develop to be successful. Your identity, who you are, might just be the most important tool in your volunteer toolbox.

CIVIC LEADERSHIP

Building the Foundation for Leadership and Service Success

Janice Lovell, Director of Grants & Foundation Relations, Trevecca Nazarene University (2 co-presenters)

Leah Augustine, AmeriCorps VISTA Community Involvement Member

Kristen Adams, AmeriCorps VISTA Social Justice Member

The presentation given will be seeking to expound upon the impacts of community development through volunteer service. Throughout the course of this exhibition, attendees will engage in thought around the engagement of different organizations, partnering to meet a common goal in the community, the implications of student retention in and through community service, and the social and emotional connections gained by service commitments. This course will include an introduction, interactive activities to promote thought and reflection, a presentation of research supporting the topic, and a question-and-answer period. The culmination of this module will be allowing the attendees to brainstorm their own ideas in a manner that fits their current setting, engaging in community partnerships, and building upon the foundation of service.

HIGHER EDUCATION FACULTY TRACK

Embedding Service Learning in a Fundamentals of Communication class

Harlan Pease, Associate Professor, Communications and English, Nashville State Community College

This presentation will cover the experience of, and results, from, embedding service learning into a Fundamentals of Communication class. It will provide the rationale for embedding the HIP, share a quantitative and qualitative sense of the impact, cover the approach we used, and discuss difficulties we encountered.

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Corporate Social Responsibility Agenda At-A-Glance

Monday, February 14

TIME	EVENT	LOCATION
7:30-8:30 a.m.	Registration	Registration Desk
7:30-9:00 a.m.	Continental Breakfast	Champion Ballroom
8:30 a.m.	Welcome: Tennessee Conference for Volunteerism and Service Learning	Champion Ballroom
9:30- 10:45 a.m.	Session 1: Impact CSR: What is a Successful Event?	Saddlebred
11:00-12:15 p.m.	Session 2: Innovative CSR: The 3 Rs of Effective Volunteer Engagement	Saddlebred
12:00 p.m-1:15 p.m.	Lunch, Award of Excellence Ceremony	Champion Ballroom
1:30-2:45 p.m.	Session 3: Reflective CSR: Why it Matters Most	Saddlebred
2:00-2:30 p.m.	Networking & Coffee Break	Saddlebred
3:00-4:30 p.m	Session 4: Chose a remaining session for certificate	OPEN
3:45-4:00 p.m.	Closing (Certificates will be mailed)	Champion Ballroom

Corporate Social Responsibility

7:30-9:00 a.m.

Registration

Registration Desk

7:30-9:30 a.m.

Continental Breakfast

Champion Ballroom

8:45 a.m.

Kick-Off Plenary with Mike Rarer, Cheerful Gear

Champion Ballroom

WORKSHOP ONE

9:30-10:45 a.m.

SESSION 1: Impact CSR: What is Success?

Galaxy Digital - Doss Church & Elisabeth Donovan

What types of Nonprofits can best help your corporation execute a successful company volunteering event? What types of events tend to be the most successful and why? Some of the key components of programs with long-term success include community partnerships, technology, and goals, tracking, employee/department recognition. We will take a deeper dive into these areas and compare your corporations to others.

WORKSHOP TWO

11:00-12:15 a.m.

SESSION 2: Innovative CSR: The 3 Rs of Effective Volunteer Engagement

Greater Nashville Regional Council - Rebecca Nofi

In this workshop participants will learn how to advocate for volunteer involvement in the community and recruit volunteers within their organization. We will discuss some dos and don'ts when working with community partners on volunteer projects and then take a closer look on how to build an effective and cost-efficient volunteer recognition strategy that will increase volunteer program retention.

Lunch and Networking

12:30 p.m.-1:15 p.m.

Lunch: Award of Excellence Ceremony

Champion Ballroom

WORKSHOP THREE

1:30-2:45 p.m.

SESSION 3: Reflective CSR: Why it Matters Most

Elevate Your Vibe - Rashad Rayford

This workshop focuses on the concept of corporate social responsibility. It assesses whether corporations ought to put more thought on the influence of the corporations' activities to the society other than only focusing on the interests of their stakeholders.

WORKSHOP FOUR

3:00-4:15 p.m.

This session is open to all conference attendees, providing an opportunity for both business and nonprofit attendees to come together and learn about this topic. To complete the CSR certification, please select a 3:00 session to attend. Awards will be mailed out.

Thank you for joining us!

SAVE THE DATE

The 2023 Tennessee Conference on Volunteerism and Service-Learning will be held April 2-4, 2023 at the Franklin Marriott Cool Springs

Visit www.volunteertennessee.net to stay up-to-date on the latest conference news and resources

Presenters for the 2022 TCVSL



Rashad Rayford

Rashad Rayford, is an award winning author, poet, and speaker. His work has been featured at TEDx, on NPR, and in the Wall Street Journal, huffingtonpost, and USA TODAY. Rashad's company Elevate Your Vibe intuitively blends spoken word poetry, business talk and inspirational talk to help businesses tell more compelling and concise stories. He is the co-creator of the Nashville Dad's a short form based comedic web series that pause the lives of three Nashville dads. It has garnered over 1,000,000 views in its first season.



Doss Church

Founder / Chief Development Officer

Doss Church is the Co-Founder and Chief Business Development Officer of Galaxy Digital, makers of Get Connected volunteer management software. He wrote the original specs for the Get Connected platform in 2010 and has helped the Galaxy customer base grow from 1 United Way to over a thousand volunteering organizations of all types. Doss is passionate about improving lives and building stronger communities through simple technology that connects people, organizations, and resources.

Doss is also a crazy Father of 3 proud teenagers, believes that "Futbol is life!", and plays the singer/songwriter circuit in his adopted hometown of Asheville, North Carolina.



Elisabeth Donovan

Elisabeth Donovan is a University of North Carolina Chapel Hill Alum. As VP of Sales and State Network Liaison, she leads the Get Connected team in understanding the challenges facing nonprofits in working with their volunteers, gathering actionable data, and engaging and growing their community's impact. Her degree in communication paired with over a decade of experience supporting United Ways and consulting with Nonprofits across the nation provides a unique take on the most practical and simple strategies that real world nonprofits and companies are implementing every day to create sustainable programs with measurable results.



Rebecca Nofi

Rebecca serves as Manager of Volunteer and Community Engagement for the Greater Nashville Regional Council (GNRC) since 2018. She has been the first every organization wide Volunteer Manager for the agency and has built the volunteer program from the ground up. She manages the volunteer program for the agency, works closely with community partners who are using GNRC's volunteer platform, and provides support and education in volunteer engagement to GNRC's partners. Rebecca holds the professional Volunteer Administrator Certification and has more than ten years of experience in Volunteer Management across different sectors. She recently completed the Young Leader's Council's Board Training Course and is currently serving on the Board of Fifty Forward. Rebecca received her master's degree in Sociology from the University of Bamberg in Germany.



Harlan Pease

Harlan Pease teaches English and Communication classes at Nashville State Community College, where he has been teaching full time since the Spring semester of 2009. Prior to teaching at Nashville State, he taught IB English at a high school on Cape Cod for four years.

Harlan went to the University of Massachusetts for his Bachelor's degree and then to Northeastern University for his Master's. Both degrees are in English Literature, and at Northeastern he also studied film. While living in Nashville, he took graduate classes at Austin Peay for an MA in Communications.

Harlan's primary areas of interest are researching (and trying) methods for engaging and motivating students to help them reach their full potential and pursuing better approaches to communication.



Candace McRae Walsh, MPA, CNP

Candace McRae Walsh is an Instructor of Public Administration and Nonprofit Management within the Department of Public Administration and Nonprofit Administration at the University of Memphis. Additionally, she is a part of the leadership team of the department's Institute of Philanthropy and Nonprofit Leadership (IPNL) and is the faculty member of record for students who minor in Nonprofit Management.

She has more than 30 years of experience in the fields of journalism, municipal government administration and nonprofit management. Ms. Walsh has also served in various leadership capacities with nonprofit organizations across the United States.

Ms. Walsh holds a Bachelor of Science degree in Communications from the University of Tennessee at Knoxville, a Master of Public Administration degree from the University of Tennessee at Chattanooga and earned the Certified Nonprofit Professional credential from the Nonprofit Leadership Alliance in Kansas City, Missouri. Additionally, she is trained in conflict resolution and has been approved as a Rule 31 General Civil Mediator by the Tennessee State Supreme Court.



Dr. Erin Nelson

Dr. Erin Nelson is an Associate Professor in the University of Memphis Department of Public and Nonprofit Administration. She has been at the U of M since 2013 and has worked with many local and national nonprofit leaders (and aspiring nonprofit leaders) to ensure they are equipped with the knowledge and skills to lead and succeed in today's nonprofit sector. As the Associate Director for Research and Education at the UM Institute for Philanthropy and Nonprofit Leadership, Erin coordinates the Master of Nonprofit Management and Graduate Certificate in Philanthropy and Nonprofit Leadership programs and conducts place-based research on the overall health of the Mid-South nonprofit sector. Recent reports include the 2020 State of the Mid-South Nonprofit

Sector report, and the 2019 State of the Memphis Nonprofit Infrastructure report, both in collaboration with Momentum Nonprofit Partners.

Erin has taught nonprofit management, program evaluation, leadership, and nonprofit finance since 2006 and places a heavy emphasis on merging theory and practice in her coursework via service-learning partnerships. Dr. Nelson and her students have collaborated with many nonprofit agencies to help design and conduct program evaluations, carry out organizational capacity assessments, and complete grant reviews for the Strengthening Communities grant.



Terry Silver

Dr. Terry Silver is a Professor in the Educational Studies Department at The University of Tennessee at Martin. She teaches in the Graduate Program which prepares candidates for licensure in the state of Tennessee. Her research interests include Social Emotional Learning, Trauma-Informed Instruction and Engagement in Online Learning. She is a Certified Trainer for Service-Learning and Lions Quest Curriculum. She serves on the Volunteer Tennessee Board as the Board Secretary.



Chip Harris, Ed. D.

Dr. Harris is a retired teacher-educator who was the Director of the Tennessee Center for Career and Technical Education that specialized in the licensing, training and mentoring of new Tennessee Career and Technical Education instructors. He taught numerous classes both on ground and online. His interests for research, publication and development include Service-Learning, initial teacher licensure, online class development/teaching, Career and Technical Education and Career and Technical Student Organizations. He has conducted student and teacher training and student competitive events in thirty states and in Canada.

He is a certified Service-Learning Expert Trainer through Volunteer Tennessee, He is a certified trainer for the Lions Quest Curriculum, presents annually at the Tennessee Conference on Volunteerism and Service-Learning and has served on the conference planning team since 2011. He is a founder and co-editor of: Serve InDEED the Tennessee Journal of Service-Learning and Civic Engagement. Chip enjoys cooking, photography and travelling. He is involved in numerous programs at his church and is a coordinator for the church's Thursday Lunch program that feeds the needy, homeless, handicapped and senior citizens in three local communities in and adjacent to Nashville, Tennessee.



Keita Cole

Director of Aging Nutrition Program

TN Dementia Services Coordinator

TN Commission on Aging and Disability (TCAD)

Keita Cole is a graduate of the University of Tennessee at Knoxville with a Bachelor of Science degree in Business Administration, concentration in Marketing. Keita has worked in admissions and marketing for several Skilled Nursing Facilities in West TN before beginning her career at the Southwest Area Agency on Aging and Disability (SWAAAD) in February of 2017.

Keita started at the SWAAAD as the Program Coordinator for the MyRide West TN program. This is a volunteer assisted transportation program for older adults who are no longer able drive. After receiving a grant from the Chancery Court of Davidson County in April of 2018, Keita was tasked with taking the MyRide program statewide. Keita managed 21 volunteer assisted transportation programs across Tennessee and established the Senior Volunteer Transportation Network (SVTN). Through this network, over 70,000 trips were provided to older adults in Tennessee within 3 years.

In November 2021, Keita began working for the TN Commission on Aging and Disability as the Nutrition Program Director. In this role Keita is responsible for the oversight of 200+ congregate and home delivered meal locations in all 95 counties of TN.



Tracey Farr

Assistant Professor Business Management

Academic Coordinator for Service-Learning

Tracey Farr has been teaching with Pellissippi State since 2005 and became a full-time faculty member in 2016. In July 2019, she added the role as the Academic Coordinator for Service-Learning for the college and now she is part of the inaugural class of HIP Ambassadors for TBR. After working in non-profit leadership for 18 years, working to combine service with learning with outcomes is a natural fit for Tracey and she works passionately to get more faculty to bring this important student experience into their courses. Tracey has 3 kids and 4 pets and lives in Alcoa, Tennessee.



Sidney Schuttrow

Sidney has 12 years of volunteer engagement experience and service. As the Director of Volunteer Engagement, she is responsible for helping to recruit, train, retain and recognize volunteers for the eleven core programs the Tennessee Commission on Aging and Disability (TCAD) administers across the state.

In her spare time, she does what any good volunteer engagement coordinator would do and volunteers! She served as the President of the Board of Directors for the Tennessee Health Care Campaign (2017-19), is the Vice-President of the Board of Directors for the Tennessee Federation for the Aging, directs the Regional and State basketball tournaments, Bocce Ball for Summer Games, and the Skills Competition at Flag Football for Special Olympics Tennessee, and actively looks for more volunteer opportunities to give back to her community.

Sidney has a degree in Recreation and Sport Management with a certificate in Nonprofit Management from Indiana State University and a Master's in Public Administration with a Graduate Certificate in Nonprofit Management for Tennessee State University. She completed her Certified Volunteer Administrator (CVA) credential in April 2021 and is proud to be counted among some of the best volunteer leaders in the world.



Penny Willis

Penny Willis is a Training and Program Development Specialist for the internationally recognized Lions Quest K-12 Social and Emotional Learning Programs. She has been with Lions Quest for 9 years. For more than 20 years, Penny has trained educational and non-profit leadership, teachers, and OST practitioners in innovative ways to design, develop and implement school, family, and community interventions. Current projects include developing research-based tools to foster social and emotional teaching practices including curriculum, virtual classroom, observation, and professional learning strategies.



Dr. Donna Gibson McCrary

Dr. Donna Gibson McCrary, Assistant Professor with Middle Tennessee State University. She has over 19 years of teaching in social work education. She has 10 years of experience as the Field Coordinator and has experience as the BSW Coordinator as well as the BSW/MSW Program Coordinator. Dr. Gibson has several publications on African American women, mentoring, dementia, immigration, diversity, equity and inclusion and gay and lesbian adoption. She is active in her community serving as the coordinator over her church community service center where individuals/families in need are provided food, financial assistance and clothing.



Jared Peer

Lead Retired and Senior Volunteer Program Coordinator, CAC Office on Aging

Jared Peer is the lead Retired and Senior Volunteer Program (RSVP) coordinator in Knox and Blount counties for AmeriCorps. He enjoys leadership, gardening, and Lego. He is passionate about promoting volunteerism, with a focus on helping seniors connect with service opportunities. Everyone wins when we employ the life skills and experience of seniors to meet local community needs.



Kelly Ormsby

Kelly Ormsby has been an educator and service-learning practitioner for twenty years, having taught at the pre-K, college, and university levels. She is a tenured member of the English department at Volunteer State Community College, where she is also the faculty coordinator for Service-Learning. She holds BA and MA degrees in English. She is currently serving as the chair of the Tennessee Service-Learning Consortium board.

Co-Presenters for the 2022 TCVSL

Agapi Theodorou-Shapiro, Ph.D., is an Assistant Professor of English at Vol State Community College, where she teaches courses in writing and literature. Her research interests include children's literature, writing pedagogy, and feminist rhetorical theories. Most recently, her article on Louisa May Alcott's March trilogy was published in Children's Literature. Agapi is co-presenting with Kelly Ormsby.

Kristen Adams is currently spending her gap year experience as an AmeriCorps VISTA member at Trevecca Nazarene University. In years prior, she graduated with a Bachelor's in Social Justice and Public Policy and had the opportunity to serve in the Office of Mayor John Cooper and Tennessee Kids Belong as an intern. Kristen is co-presenting with Janice Lovell and Leah Augustine.

Leah Augustine is an AmeriCorps Vista Member, representing Trevecca Nazarene University. She has been working with Trevecca's Urban Farm since freshman year of college, learning the value of volunteerism and service. Since graduating with a Bachelor of Science in Social Justice, Leah's passion and love for serving the local community continues to be fueled by envisioning a just and equitable world through the Trevecca Urban Farm's work. Leah is co-presenting with Janice Lovell and Kristen Adams.

Detario Yancey is an undergraduate student at Middle Tennessee State University pursuing a degree in social work. Detario interns at United Way of Murfreesboro and Cannon County. He contributes to the social work field by serving as the vice president of the MTSU NABSW. Also, he is a member of Phi Alpha Honor Society where he served as the Social Media Chair. Detario is a volunteer case manager for the American Red Cross. Detario is co-presenting with Donna Gibson.

2022 Service Project: Tennessee Care Messages!

Thank you for participating in the 2022 Tennessee Conference for Volunteerism and Service-Learning's Service Project: Tennessee Care Messages! The Tennessee Care Messages program was created by the Tennessee Commission on Aging and Disability as a way to provide social connectedness to residents of long-term care facilities across the state. Over 20,000 letters have been sent to residents over the last year and a half and we would love to send more through this activity. This project will run from Sunday, February 13th - Friday, February 18th. Our goal for this project is to receive at least 250 letters to be sent out to long-term care facilities across the state.

Here are a couple tips to consider when writing your letter:

- We are not able to provide you the specific name of a resident so we recommend using a generic greeting such as Hello, Good Morning/Evening, Friend, or something similar to open your message
- Messages can be long or short, we do recommend at least 3-5 sentences.
- While we are writing these letters around the Valentine's Day holiday, the residents will receive the letters after February 14th.
- This is not intended to be a pen pal program, but you may add your address in the letter if you would like to write back and forth to a resident. We cannot guarantee the resident will respond.

Please complete the information in the link and your message will be sent to one of the over 300 nursing homes across the state. Thank you in advance for your participation!

<https://stateoftennessee.formstack.com/forms/letters>

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